

2011 GOVERNMENT OF YUKON COMMUNICATIONS SURVEY REPORT

PREPARED FOR THE EXECUTIVE COUNCIL OFFICE,
COMMUNICATIONS BRANCH BY THE YUKON BUREAU OF STATISTICS
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INTRODUCTION

The Yukon Bureau of Statistics conducted the 2011 Government of Yukon Communications survey on behalf of the Executive Council Office, Communications branch, to find out how Yukoners prefer to receive information about Government programs, services, initiatives and events. Survey responses are intended to assist Government of Yukon (YG) plan and organize its communication activities more effectively.

The purpose of the survey was to gather information on the best ways of providing Yukon residents with YG information on programs, services, initiatives and events. This report describes the types of government information seen or heard by Yukon residents; the media used to communicate that information and their effectiveness; and the public's preferred methods for receiving government information.

METHODOLOGY

The Government Communications survey included a random sample of Yukon residents. Participants were recruited by means of random digit dialing within active residential phone number blocks. Interviews were conducted with any one member of each household who was 18 years of age or older. Samples were drawn from three geographic categories: Whitehorse, Dawson/Watson Lake/Haines Junction (D-WL-HJ), and rural Yukon, which contained the remaining Yukon communities. Responses were then weighted to reflect Yukon's actual adult population size and its age and sex distribution. Survey variables used to adjust for Yukon's adult population estimate are tabled below.

Community*			Sex*			Year of Birth*		
Community	Freq	%	Sex	Freq	%	Year of Birth	Freq	%
Whitehorse	21,066	75.3	Male	14,201	50.8	Born 1946 or earlier	3,046	11.0
D_WL_HJ	3,496	12.5	Female	13,780	49.3	Born 1947 - 1966	11,340	40.8
Rural	3,419	12.2				Born 1967 - 1986	10,083	36.3
						Born 1987 - 1993	3,302	11.9

*Population numbers source: Yukon Bureau of Statistics population estimate, December 2010.

OVERVIEW

Respondents were asked to provide their thoughts and opinions about how YG communicates information about its programs, services and events. We had aimed to complete 600 questionnaires in Whitehorse, and 400 questionnaires in each of the other two sample categories. We were unable to reach the target in communities outside Whitehorse before the available phone number blocks had all been dialed. This is a common difficulty when doing survey work in the smaller communities. The targets and completed survey samples are tabled as follows:

Community Category	Target Sample Size	Completed Questionnaires
Whitehorse	600	623
D-WL-HJ	400	379
Rural (all other Yukon communities)	400	332
Total	1,400	1,334

Of the 20,695 possible phone numbers dialed during the course of the survey, a total of 1,334 respondents completed the survey in full. As expected, many of the possible phone numbers were inactive. There was a 29% refusal rate.

A detailed account of the survey call results can be found in Appendix A.

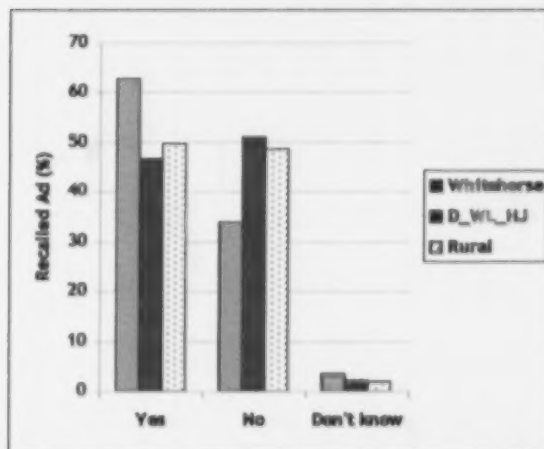
FINDINGS/RESULTS

All responses to questions in the survey are tabled and have been broken out by the community categories. Weighted values have been used throughout this report to accurately represent the adult Yukon population.

The full data tables can be found in Appendix B.

PROMOTING YG COMMUNICATIONS

1. *In the past month can you recall seeing or hearing ads promoting a Yukon government program, service or event?*



When respondents were asked if they could recall an ad promoting a YG program, service, or event, nearly 60% of the estimated adult Yukon population said they could. Whitehorse residents were most likely to say they recalled seeing a government ad (62%), compared with D-WL-HJ residents (46%) and rural Yukon residents (49%).

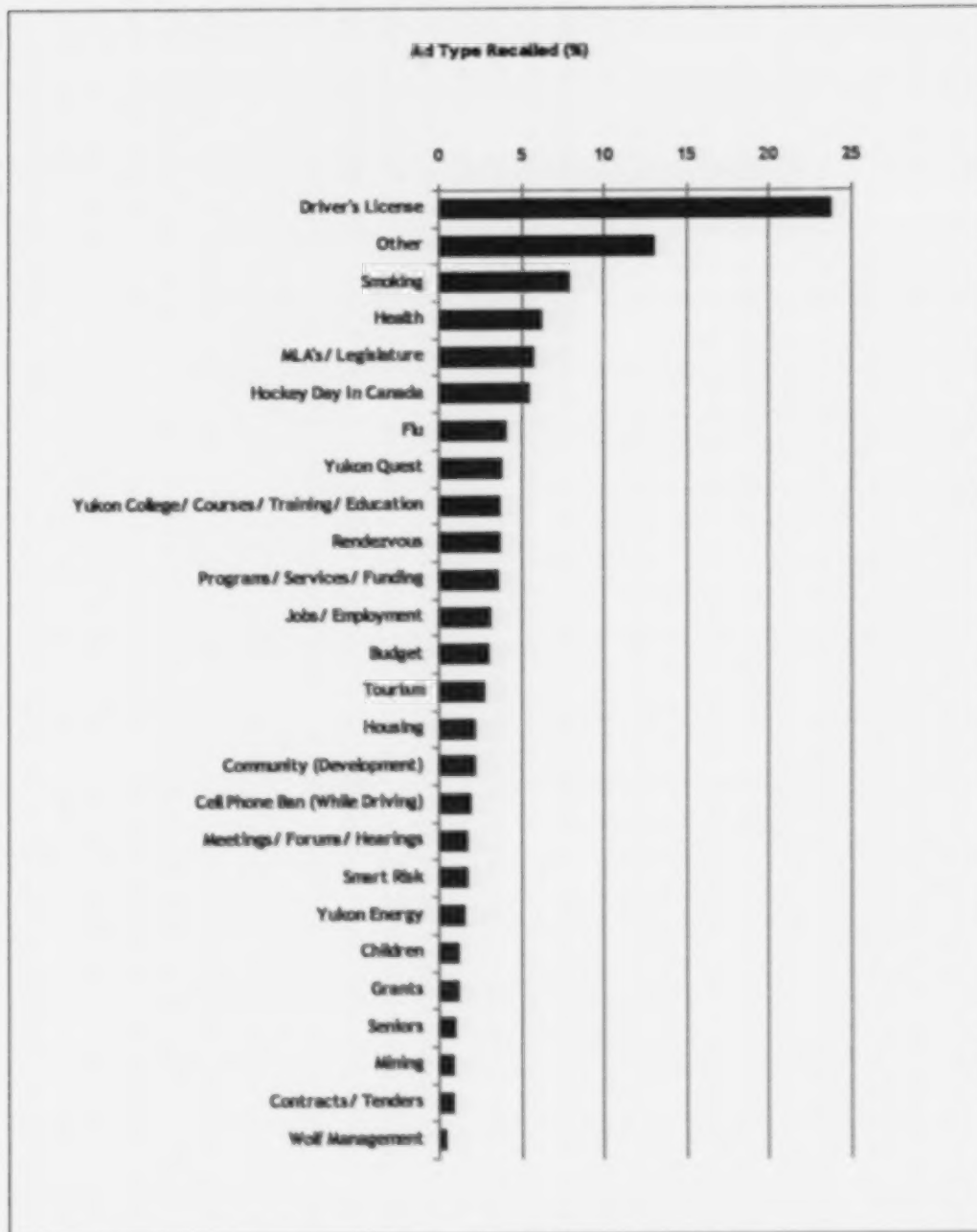
- 1.1 *Can you give me an example of one of those ads?*

There were over 30 different YG advertisements noted when respondents were asked for an example of an ad they had seen or heard; respondents were asked to identify up to four different advertisements. Of the respondents who recalled seeing or hearing an ad promoting a YG program, service or event, the most remembered for all of Yukon were ads for driver's licenses, smoking, and health-related ads. Of these, the Driver's License ads were by far the most recalled. Nearly 25% of the estimated adult Yukon population from Whitehorse remembered seeing Driver's License ads, as did almost 15% of D-WL-HJ, and 20% of rural Yukon residents.

'Other' advertisements ranged from Canada Games Centre information and Family Day, to Elections and ATV use; in total, these were noted by 13% of the Yukon population.

As individuals could name more than one ad, these percentages are based on the total number of responses, not the number of respondents, so they do not total 100%. See chart details below.

(Q1.1 Can you give me an example of one of those ads?)



1.2 Where did you see or hear the ad(s)?

Respondents were asked to identify up to three different places/media where an ad was seen or heard. The top five most noted places where an ad was seen or heard were: in a newspaper; on the radio; on a bulletin board or billboard; on the Internet, email or website; or by mail. When they specified where they had seen or heard a government ad, nearly 51% of Yukoners had seen an ad in a newspaper and 29% had heard one on the radio.

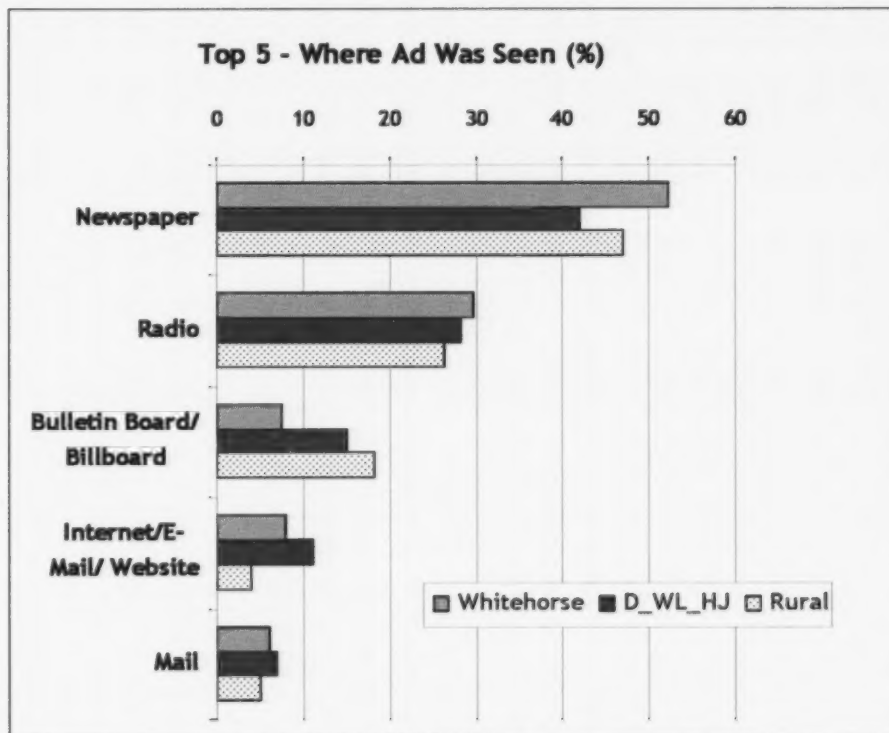
Approximately half the adult Yukon population said they had seen a newspaper ad for a government program, service, or event. This was true of 52% of Whitehorse residents, 41% of D-WL-HJ residents, and nearly 47% of rural Yukon residents.

Almost 30% of Whitehorse, D-WL-HJ and rural Yukon residents had heard an ad on the radio. Ads seen on a bulletin board or billboard were viewed by 8% of those residing in Whitehorse, 15% in D-WL-HJ and less than 18% in rural Yukon communities.

'Other' places where government communications were recognized included the Motor Vehicles office, brochures or flyers, at schools or Yukon College, the Whitehorse airport, the Salvation Army and at workshops.

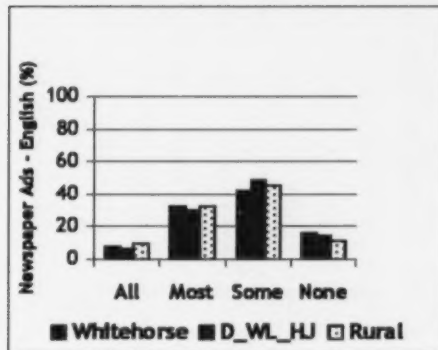
Of note, residents of D-WL-HJ were more likely than Whitehorse residents to say they had seen government advertisements by online methods such as email and websites (unspecified), where both D-WL-HJ and rural residents were more likely than Whitehorse residents to say they had seen ads on bulletin boards or billboards.

As individuals could name more than one ad, these percentages are based on the total number of responses, not the number of respondents, so they do not total 100%. See chart details below.



DELIVERY METHODS

2. *Generally speaking, how much information do you get from each of the following sources about Yukon Government's programs, services and events; all, most, some or none?*



Newspaper Advertisements - English

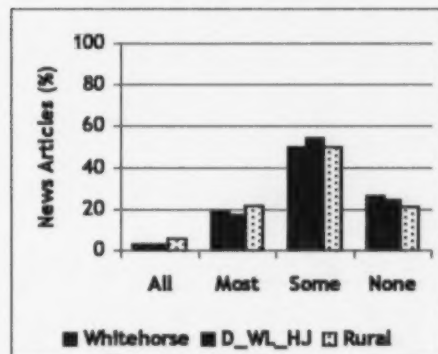
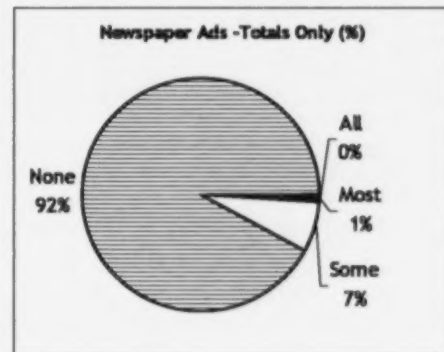
An estimated 84% of adult Yukoners say they get government information from English newspapers all, most or some of the time.

Rural Yukon residents were slightly more likely to say they obtained government information from English newspaper advertisements (89%) as compared to D-WL-HJ (85%) and Whitehorse (83%) residents.

Newspaper Advertisements - French

The vast majority of Yukoners, 92%, do not get government information from French newspaper advertisements.

Eight percent of Yukon residents said they got government information from French newspapers. Due to the small number of responses, reliable community level data cannot be produced.



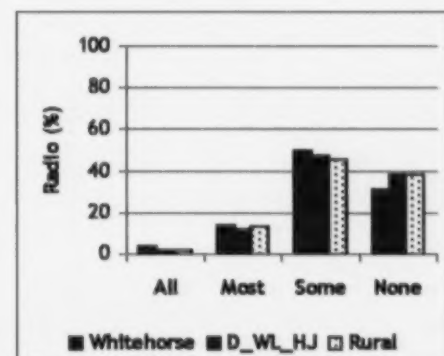
Information from News articles

Just over 73% of the estimated adult Yukon population said they obtained all, most or some government information regarding programs, services and events from news articles. This was true for 78% of rural Yukon residents, 75% of D-WL-HJ residents, and 72% of Whitehorse residents.

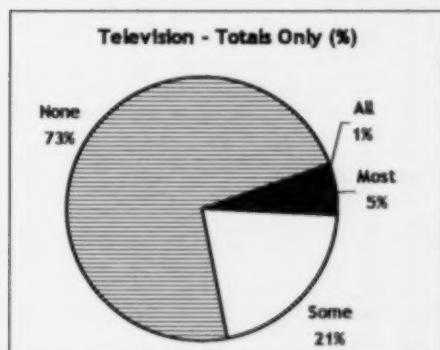
Information from Radio

Sixty-six percent of Yukon residents said they got all, most or some government information via radio.

This was slightly higher for Whitehorse residents (68%), than D-WL-HJ residents (62%) and rural Yukon residents (61%).



(Q2 Generally speaking, how much information do you get from each of the following sources about Yukon Government's programs, services and events; all, most, some or none?)

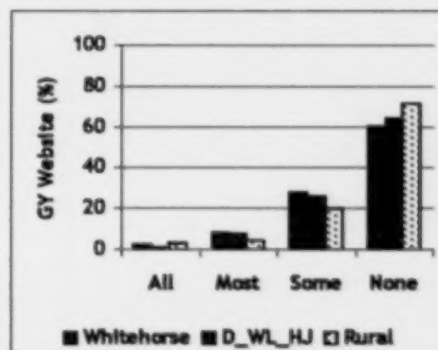


Information from Television

Fewer than 30% of the adult Yukon population obtained all, most or some government information from television. Due to the small number of responses in the 'all' category, reliable community level data cannot be produced.

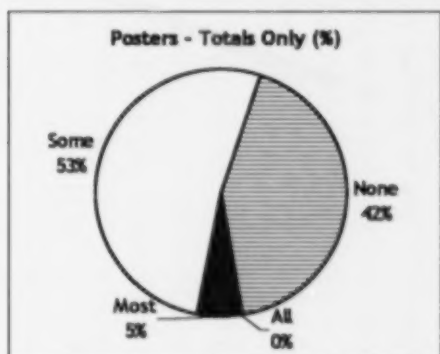
Information from YG Website

An estimated 40% of the adult Yukon population found all, most or some government information on the YG website. Whitehorse residents were more likely to say they obtained government information from the YG website (39%) than D-WL-HJ (35%) and rural Yukon (28%) residents.



Information from YG Twitter Account

Due to the small number of respondents who get government information via the YG Twitter account (under 2%), it is not possible to produce reliable community level data.

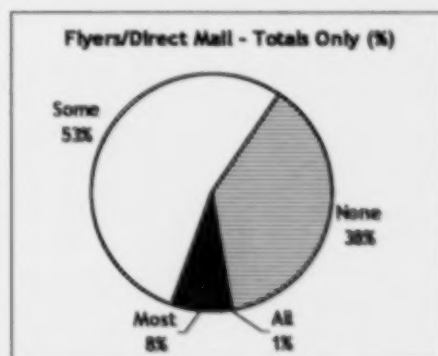


Information from Posters

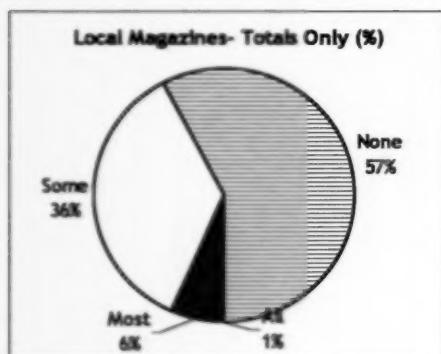
Around 57% of adult Yukon residents said they obtained all, most or some government information from posters. Due to the small number of responses in the 'all' category, reliable community level data cannot be produced.

Information from Flyers or Direct Mail

Sixty-two percent of adult Yukon residents said they got all, most or some government information from flyers or direct mail. Due to the small number of responses in the 'all' category, reliable community level data cannot be produced.



(Q2 Generally speaking, how much information do you get from each of the following sources about Yukon Government's programs, services and events; all, most, some or none?)



Information from Local Magazines

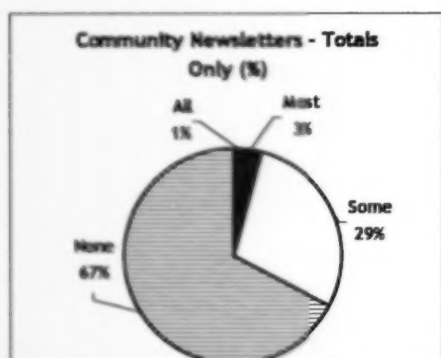
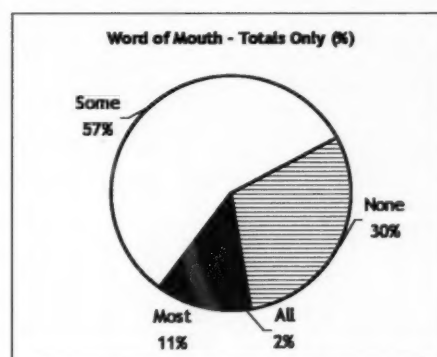
Just over 40% of the estimated Yukon population obtained all, most or some government information from local magazines.

Due to the small number of responses in the 'all' category, reliable community level data cannot be produced.

Information from Word of Mouth

Nearly 70% of adult Yukon residents obtained all, most or some YG information via word of mouth.

Due to the small number of responses in the 'all' category, reliable community level data cannot be produced.



Information from Community Newsletters

Of the estimated adult Yukon population, 33% said they found all, most or some government information from community newsletters.

Due to the small number of responses in the 'all' category, reliable community level data cannot be produced.

Information from Other Source(s)

Due to the small number of respondents who get government information from other sources, it is not possible to produce reliable data. Other Sources are detailed in Appendix B.

3. What would be your preferred method for getting information to you about Yukon Government programs, services and events?

When asked how Yukoners preferred to get YG information, the three most popular methods were 66% for English newspapers, 42% for flyers/direct mail, and 40% for radio.

Thirty-one percent of residents said they would prefer to get government information from the English YG website, while 27% preferred to get government information by word of mouth.

Preferred Method	Population estimate	
	Freq	%
Newspapers-English	18,407	65.8
Flyers/Direct Mail	11,625	41.5
Radio	11,173	39.9
YG English Website	8,676	31.0
Word of Mouth	7,690	27.5
Posters	6,693	23.9
Government News Releases	5,972	21.3
Community Newsletters	5,390	19.3
In Person	5,042	18.0
Local Magazines	4,786	17.1
TV	4,182	14.9
Facebook	2,417	8.6
Other	2,345	8.4
YG French Website	960	3.4
Newspapers-French	784	2.8
Twitter	626	2.2
Don't know	626	2.2

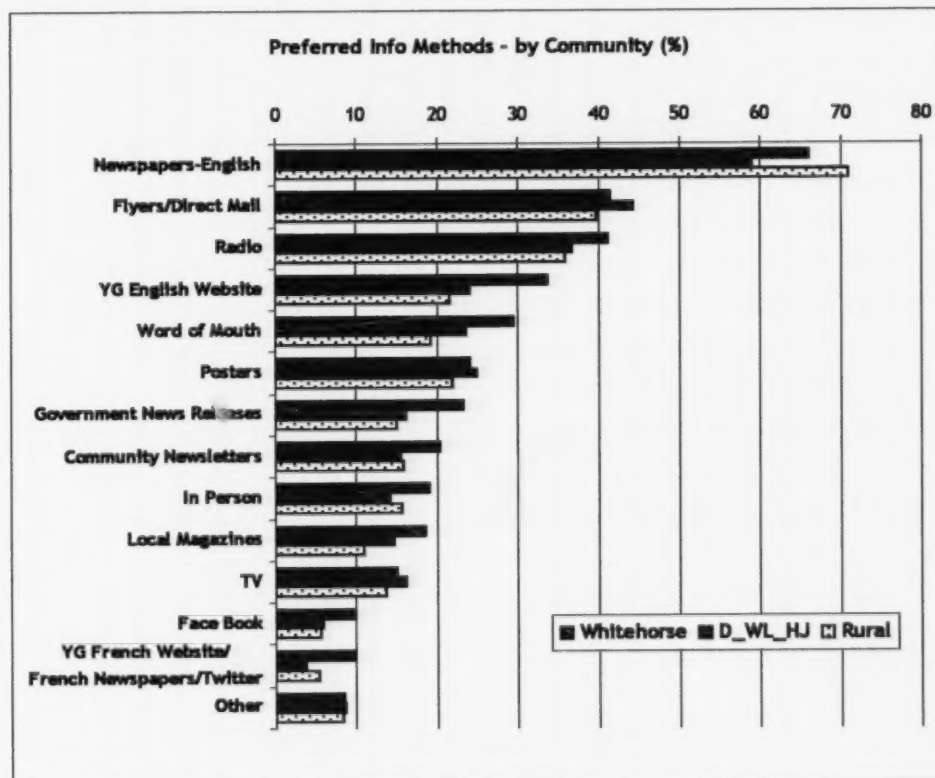
As individuals could select more than one method, these percentages are based on the total number of responses, not the number of respondents, and the total doesn't add up to 100%. See table for details.

(Q3 What would be your preferred method for getting information to you about Yukon Government programs, services and events?)

English newspapers were the most popular option for receiving government information. This was true for 70% of rural Yukon residents, compared to 66% of Whitehorse residents and 59% of D-WL-HJ residents.

The least-preferred methods for getting government information included the YG French website, French newspapers, and the YG Twitter account.

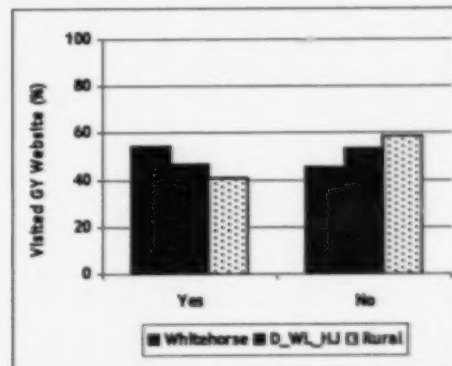
Other preferred methods included getting government information by regular mail, Internet, and in the phone book.



COMMUNICATION THROUGH YG WEBSITE

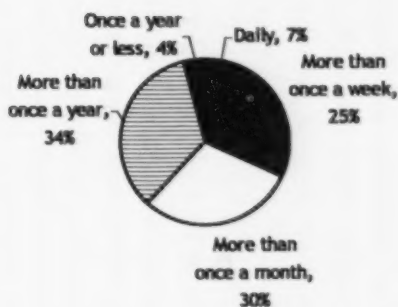
4. In the past year, have you visited the Yukon government's website?

An estimated 51% of the adult Yukon population said they have visited the YG website in the past year. Of Whitehorse residents, 54% have visited the YG website, compared to 47% of D-WL-HJ residents and 41% of rural residents.



5. In the past year, how often have you gone to the Yukon government's website to obtain information about government programs, services or events?

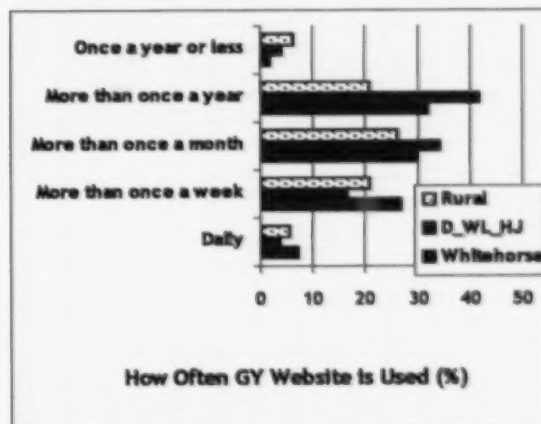
How Often GY Website Is Used



Of the D-WL-HJ community group, 41% of residents stated they visited the YG website "more than once a year" and 34% "more than once a month". Almost 27% of Whitehorse residents who visited the YG website in the last year accessed the site "more than once a week". Less than 7% of Yukon residents visit the site daily.

This question was only asked of respondents who said they had visited the Yukon government website in the past year.

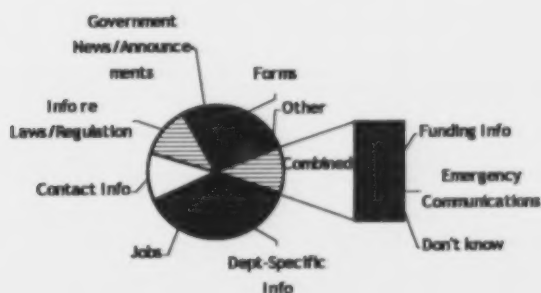
Ninety-five percent of adult Yukoners who have visited the YG website in the past year said they accessed the site more than once.



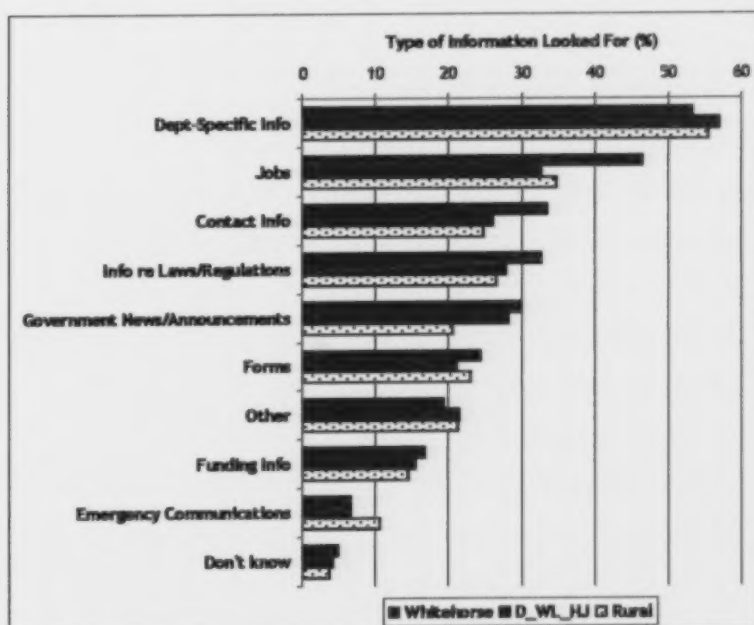
6. What type of information were you looking for?

Of those who have visited the YG website in the past year, 53% of respondents said they were looking for department-specific information. This was similar for all three community groups. Forty-three percent had visited the YG website to look for information on jobs; this was true for 46% of Whitehorse residents, 33% of D-WL-HJ residents, and 35% of rural Yukon residents. People had also used the government website to look for contact information, information regarding laws and/or regulations, or government news and announcements, which all hovered around 30%.

Type of Info Looked For (%)



See chart below for community-specific information.



(Q6 What type of information were you looking for?)

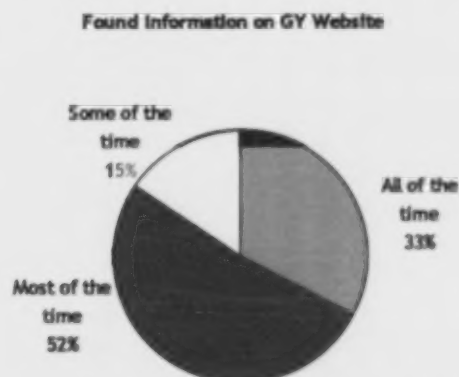
Additional information looked for on the YG website not listed above ranged from roads, maps, and land (lotteries), to health, seniors and taxes. "Other" information included agriculture, camping, hunting and tourism. See below for a detailed list.

Other information looked for on YG website	Population estimate		
	Freq	%	
Roads	508	17.8	<u>'Other' includes:</u> Agriculture Campground Community Contracts Courses/Education Energy Housing/Home Hunting Licenses Mining Political Statistics Tourism Work/Employee
Maps	426	14.9	
Health	298	10.4	
Land (Lotteries)	234	8.2	
Seniors	173	6.1	
Tenders	156	5.5	
Programs	147	5.2	
Taxes	96	3.3	
Other	324	11.3	

7. *Were you able to find the information you were looking for all of the time, some of the time, most of the time, or none of the time?*

Of those who have visited the YG website in the past year, 97% of Yukon respondents were able to find information they were looking for all, most or some of the time.

Over 95% of all three community groups indicated finding information they were looking for on the YG website all, most or some of the time.



COMMUNICATION THROUGH YUKON PUBLICATIONS

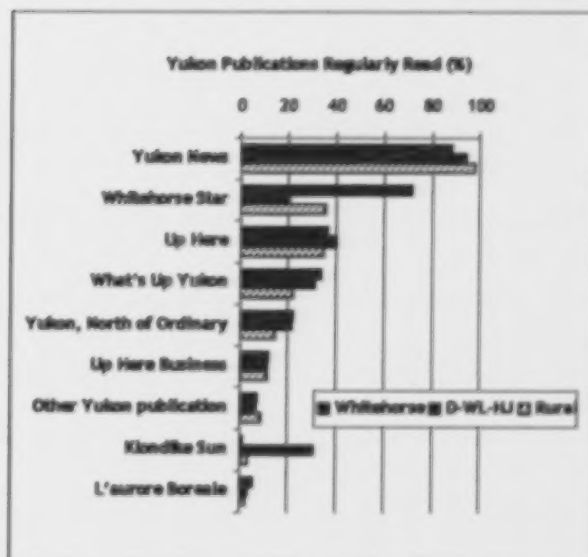
8. Do you read any Yukon newspapers, newsletters or magazines regularly, at least once a week?)

When asked if they read any Yukon newspapers or other Yukon publications regularly, just over 70% of the estimated Yukon population indicated they did, while nearly 30% did not.

Reads Yukon Publications Regularly	Population estimate	
	Freq	%
Yes	19,831	70.9
No	8,134	29.1

Just over 78% of rural Yukon residents say they read Yukon newspapers regularly as compared to 74% of D-WL-HJ and 69% of Whitehorse residents.

9.1 Do you read any of the following Yukon publications?

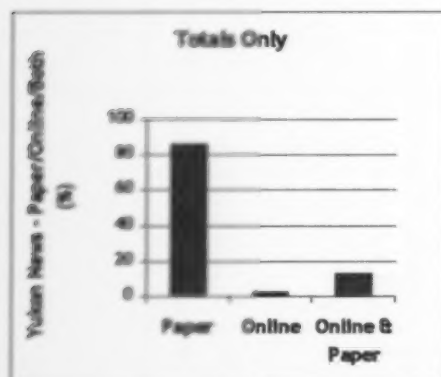


Of residents who read Yukon newspapers and other publications regularly, 90% read the Yukon News. Of the three community groups, 97% of rural Yukon residents read the Yukon News, followed by 94% of D-WL-HJ residents and 88% of Whitehorse residents. The Whitehorse Star newspaper was read by 72% of Whitehorse residents, compared to 35% of rural Yukon residents and 20% of D-WL-HJ residents. Additional regularly read Yukon publications listed included Up Here magazine; Yukon, North of Ordinary; and the Dawson City-based Klondike Sun newspaper. Other Yukon newspapers and publications read by the Yukon population included school, First Nations, Union and various community newsletters. See Appendix B for a detailed list.

9.2 [Do you read the publication] paper, online, or both?

For all Yukon publications, the paper format of Yukon publications was much more widely read than the online format.

(Q9.2 [Do you read the publication] paper, online, or both?)

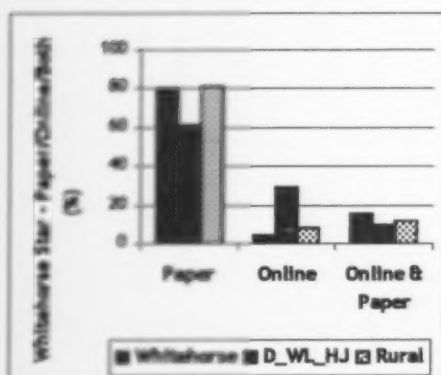


Yukon News - Paper/Online/Both

Of residents who read the Yukon News, the vast majority (85%) read it in paper format only. This was true for 91% of rural Yukon residents, 87% D-WL-HJ residents, and 84% of Whitehorse residents.

Both online and paper formats were read by 12% of Yukon News readers, and the online only format was used by just over 2% of readers.

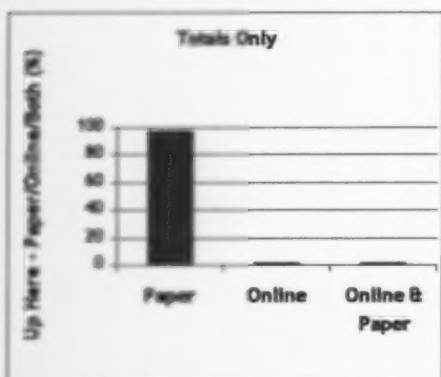
Due to the small number of responses, reliable community level data cannot be produced.



Whitehorse Star - Paper/Online/Both

Nearly 80% of those who read the Whitehorse Star read it in paper format only. This was true for both 80% of rural Yukon and Whitehorse residents, and 62% of D-WL-HJ residents.

Due to the small number of responses, reliable community level data cannot be produced.

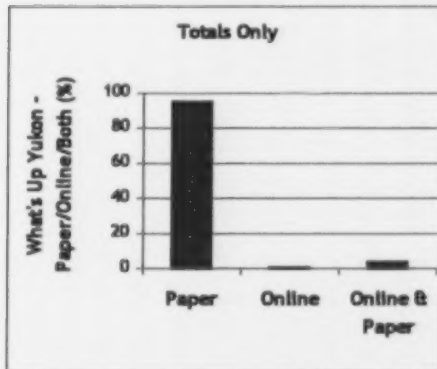


Up Here - Paper/Online/Both

Just over 97% of Yukoners who read Up Here magazine did so via paper format.

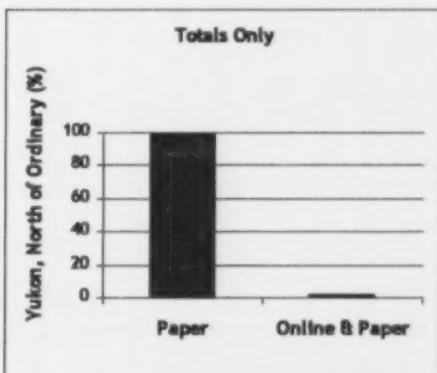
Due to the small number of responses, reliable community level data cannot be produced.

(Q9.2 [Do you read the publication] paper, online, or both?)



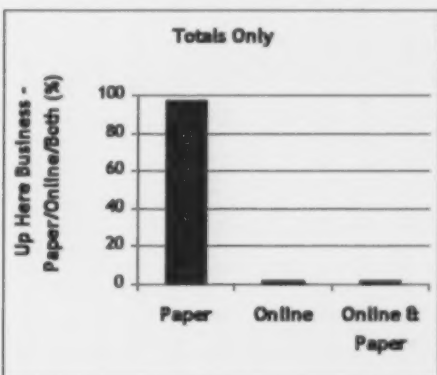
What's Up Yukon - Paper/Online/Both

Ninety-five percent of What's Up Yukon's readers used the paper format only. Due to the small number of responses, reliable community level data cannot be produced.



Yukon, North of Ordinary - Paper/Online/Both

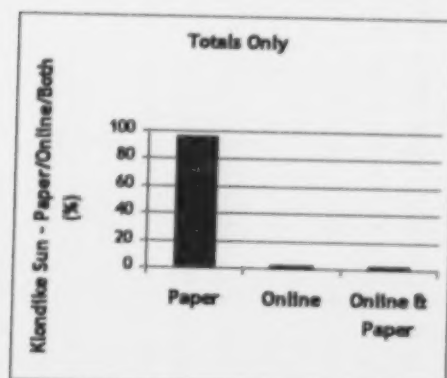
Nearly 100% of the respondents that read Yukon, North of Ordinary did in paper format only. Due to the small number of responses, reliable community level data cannot be produced.



Up Here Business - Paper/Online/Both

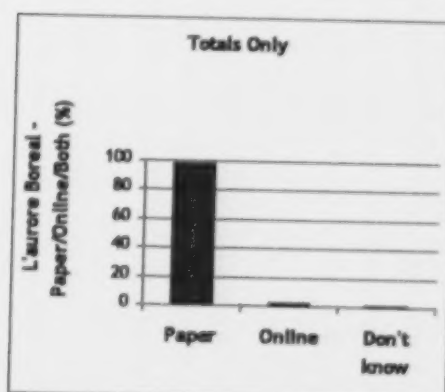
Over 96% of Yukoners who read Up Here Business read it in paper format. Please note that at the time of this survey, the online version of Up Here Business contained only their front page. Due to the small number of responses, reliable community level data cannot be produced.

(Q9.2 [Do you read the publication] paper, online, or both?)



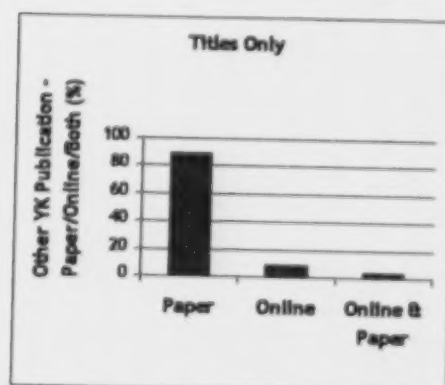
Klondike Sun - Paper/Online/Both

Ninety-five percent of those who said they read the Klondike Sun read the paper format only. Due to the small number of responses, reliable community level data cannot be produced.



L'aurore Boreal - Paper/Online/Both

Over 97% of Yukon residents who read L'aurore Boreal do so in paper form. Due to the small number of responses, reliable community level data cannot be produced.



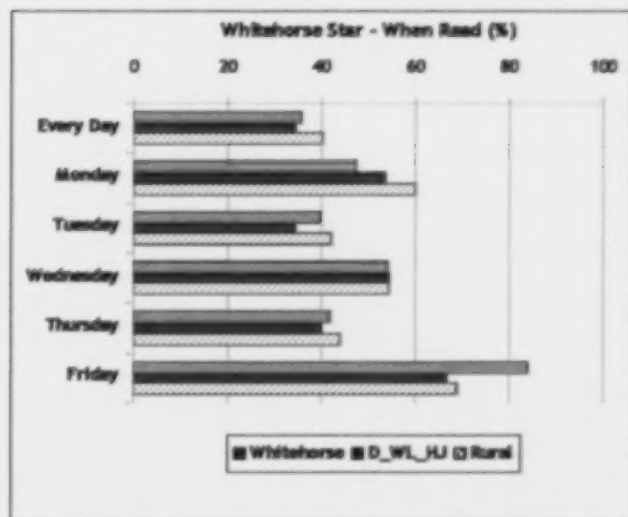
Other Yukon publications - Paper/Online/Both

The paper format was greatly preferred for other Yukon publications as well; 88% of the adult Yukon population read other Yukon publications in paper format only. Due to the small number of responses, reliable community level data cannot be produced.

9.3 Which day(s) of the week do you read the Whitehorse Star?

The Whitehorse star's readers were most likely to read the paper on Friday. Just over 82% of Yukon residents read the Friday edition; 36% of the Star's readers read the paper every day it was published. See table below for details.

Whitehorse Star - When Read	Population estimate	
	Freq	%
Every Day Published	4,341	35.9
Monday	5,876	48.6
Tuesday	4,809	39.8
Wednesday	6,547	54.1
Thursday	5,069	41.9
Friday	9,913	82.0
Don't know	1,201	9.9



Between 35 and 40% of residents of all three community groups read the Whitehorse Star every day. The Friday edition was especially popular among Whitehorse residents. Tuesday and Thursday editions of the Whitehorse Star were the least read editions of the paper for all three community groups.

9.4 Which day(s) of the week do you read the Yukon News?

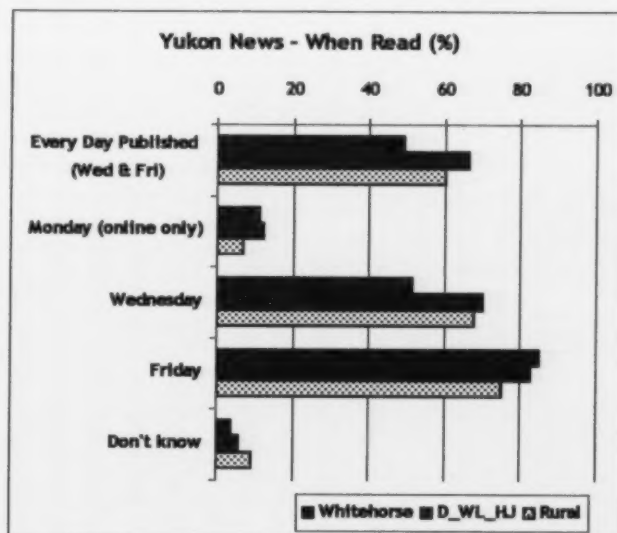
Of Yukon News readers, 83% read the Friday edition, 56% read the Wednesday paper, and 53% read the paper every day it was published. Just 10% of readers read the online Monday edition. See table below for details.

Yukon News - When Read	Population estimate	
	Freq	%
Every Day Published (Wed & Fri)	9,525	53.1
Monday (online only)	1,893	10.6
Wednesday	10,075	56.2
Friday	14,886	83.0
Don't know	886	4.9

(Q9.4 Which day(s) of the week do you read the Yukon News?)

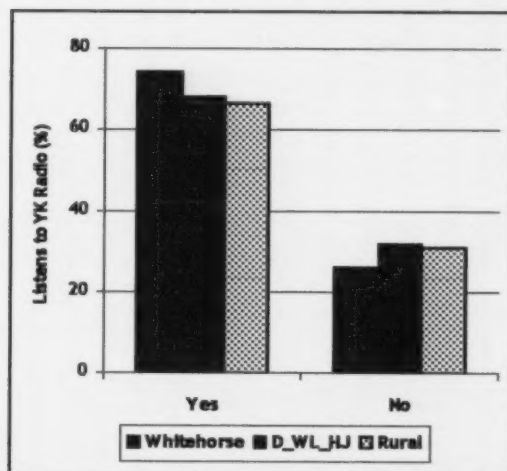
In all three community groups, the Friday edition of the Yukon News was most popular.

The least read edition was the Monday online edition with just over 10% of readers, where 53% of readers read the Yukon News every day it is published (Wednesday and Friday).



COMMUNICATION THROUGH YUKON RADIO

10. Do you listen to any Yukon radio stations regularly, at least once a week?



An estimated 72% of the adult Yukon population listened to local (Yukon) radio stations. Seventy-four percent of Whitehorse residents listened to local radio, compared to 68% for D-WL-HJ and 67% for rural Yukon.

10.1 Do you listen to any of the following Yukon radio stations?

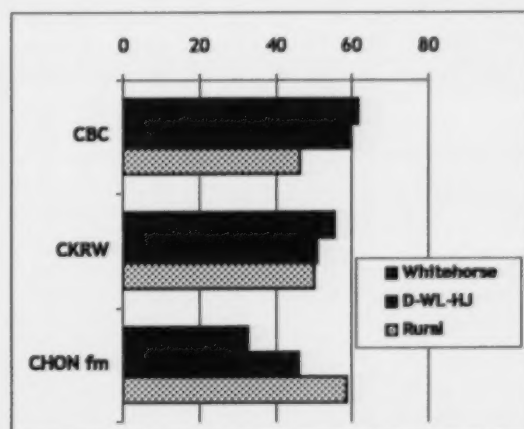
Of those who listened to local Yukon radio, 60% said they listened to CBC (English), 54% to CKRW, and 37% to CHON fm. See table below for details.

Yukon Radio Regularly Listened to	Population estimate	
	Freq	%
CBC	12,087	59.5
CKRW	11,035	54.3
CHON fm	7,512	37.0
CBC French	401	2.0
CFET Tagish	104	0.5

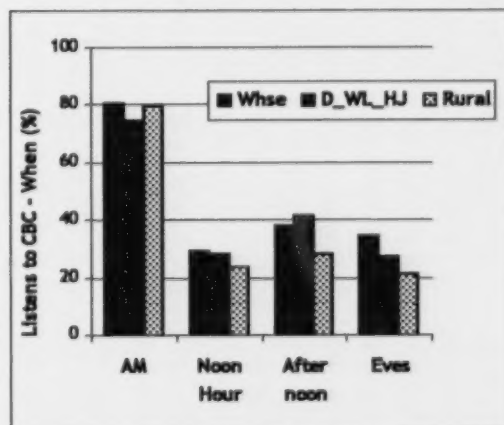
Of the local Yukon radio stations, CBC and CKRW were the most listened to across all three community groups; CHON fm was most listened to in rural Yukon.

While 62% of Whitehorse residents and 60% of D-WL-HJ residents who listened to local radio listened to CBC, nearly 60% of rural Yukon residents listened to CHON fm, and CBC French had the ear of 2% of Yukon residents.

Due to the small number of CBC French and CFET Tagish listeners, reliable community level data cannot be produced.



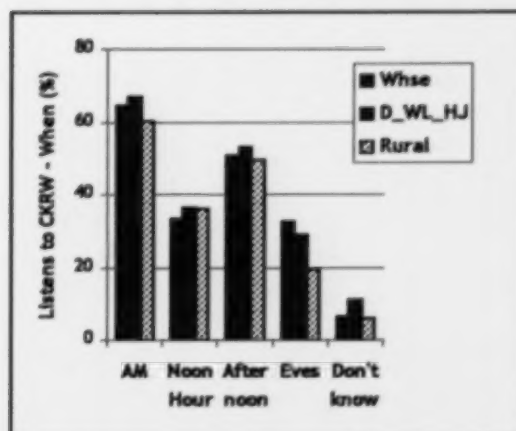
10.2 When do you listen to Yukon radio stations?



Listens to CBC When

Eighty percent of Yukon residents that listened to CBC did so in the morning hours, compared to 29% who listened during noon hour, 38% in the afternoon and 33% in the evenings.

(Q10.2 When do you listen to Yukon radio stations?)

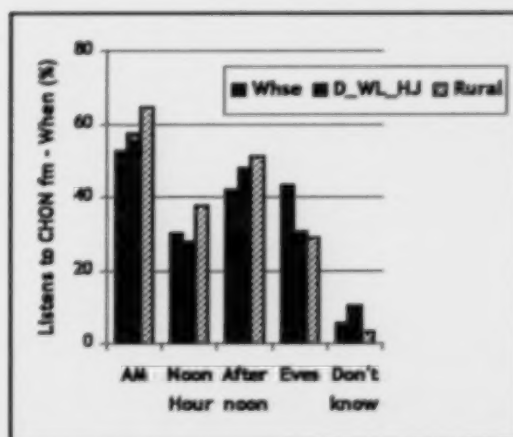


Listens to CKRW When

Sixty-four percent of Yukon radio listeners who listen to CKRW do so in the a.m. hours while the afternoon was the second-most popular time to listen (51%).

Listens to CHON fm When

Of Yukon residents who listen to CHON fm, 55% listen in the a.m., 45% listen in the afternoon, and nearly 39% of residents listen in the evening hours.



Listens to CBC French When

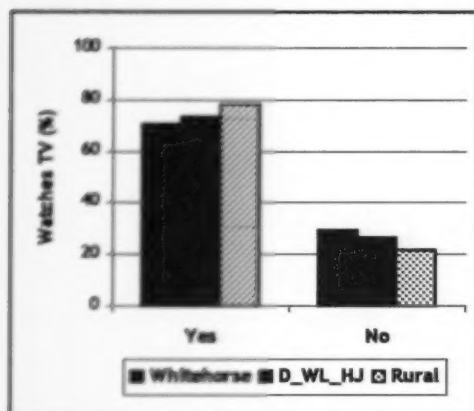
Due to the small number of respondents who listen to CBC French, it is not possible to break down listeners' time of day preferences reliably.

Listens to CFET Tagish When

Due to the small number of respondents who listen to CFET Tagish, it is not possible to break down listeners' time of day preferences reliably.

COMMUNICATION THROUGH YUKON TELEVISION

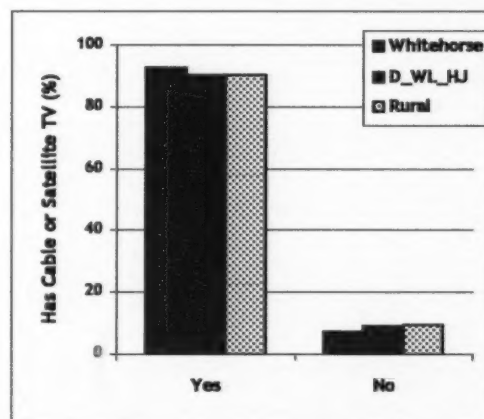
11. Do you watch any television on a regular basis?



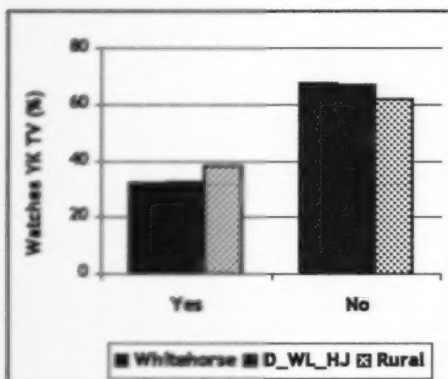
When asked if adult Yukon residents regularly watched television, 72% of the estimated population responded yes, with rural Yukon at 78%, D-WL-HJ at 73% and Whitehorse at 71%.

12. Do you have cable or Satellite TV connections?

The vast majority (92%) of Yukon residents who regularly watched television said they had satellite television connections.



13. Do you watch any Yukon television programming regularly, at least once a week?



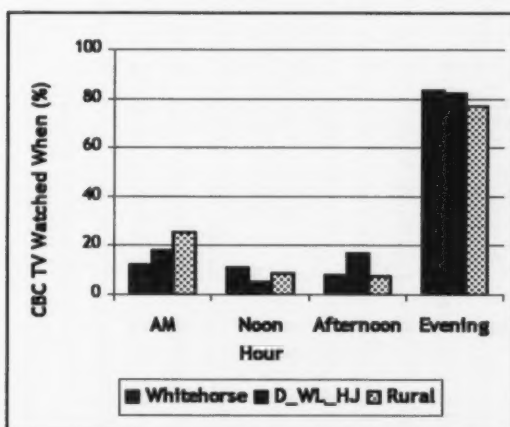
While local programming was not universally popular among television watchers, 33% of Yukon residents who watch television watch local Yukon programming regularly.

13.1 Do you watch any of the following Yukon television programs?

Of the Yukon television stations listed, CBC Television was most popular; it was watched by 77% of adult Yukon residents who regularly watch local programming. CBC North was watched by just over 50% of local television program viewers, followed by North Beat (47%). APTN, the Rolling Ads and the WHTV Community were also watched by some local TV viewers. See table for details.

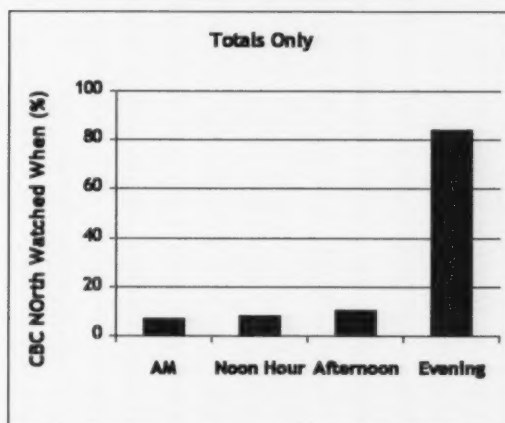
YK TV Stations Watched	Population estimate	
	Freq	%
CBC TV	5,138	76.8
CBC North	3,407	50.9
North Beat	3,121	46.6
APTN	2,404	35.9
Rolling Ads	1,883	28.1
WHTV Community	1,224	18.3

13.2 When do you watch Yukon television stations?



CBC Watched When

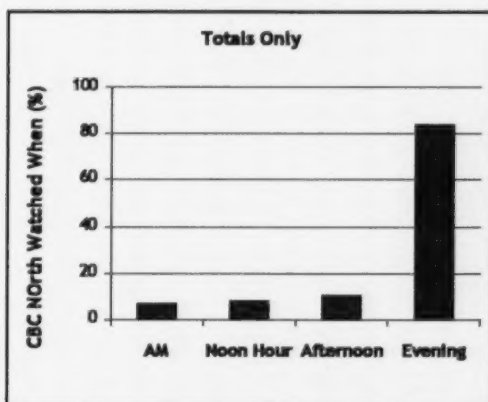
Of Yukoners who selected CBC as a regularly watched local station, 82% watched it in the evening. Other times of day were much less popular.



CBC North Watched When

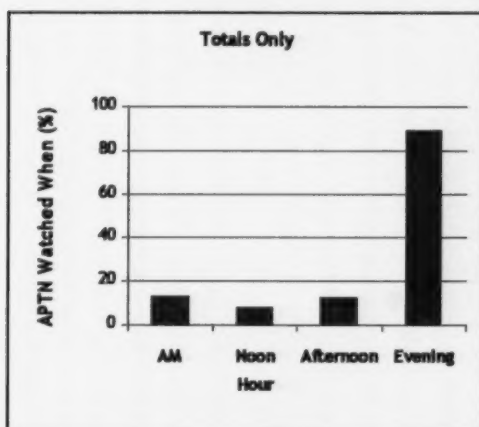
Of Yukoners who selected CBC North as a regularly watched local station, 84% watched it in the evening. Again, other times of day were much less popular. Due to the small number of responses, reliable community level data cannot be produced.

(Q13.2 When do you watch Yukon television stations?)



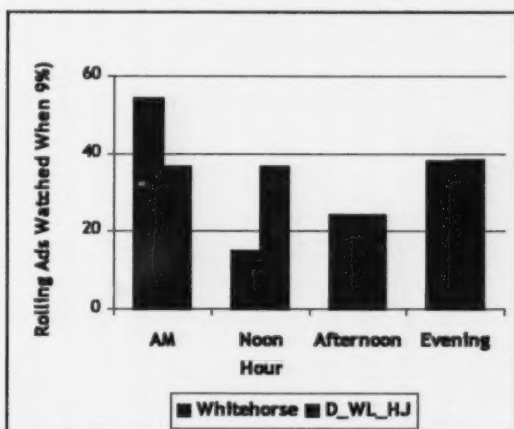
North Beat Watched When

Eighty-six percent of those who watched North Beat regularly watched it in the evening. The morning and noon hour programming was the least watched. Due to the small number of responses, reliable community level data cannot be produced.



APTN Watched When

APTN watchers were much more likely to watch it in the evening (89%) than at other times of day. Due to the small number of responses, reliable community level data cannot be produced.



Rolling Ads Watched When

Among those who watched the rolling ads, they were most likely to watch the ads in the morning (53%). Thirty-eight percent of viewers watched the rolling ads in the evening. Note that the Rolling ads were not available to viewers in rural Yukon.

(Q13.2 When do you watch Yukon television stations?)

WHTV Community Watched When

Nearly 60% of WHTV Community channel viewers watched in the evening, and 55% of viewers watched it in the morning. It was only watched by around 20% of viewers during the noon hour and in the afternoon. Due to the small number of viewers, reliable community level data cannot be produced.

DEMOGRAPHICS

Responses were weighted to accurately reflect the population distribution of the adult Yukon population. Of the estimated population, 75% of respondents were Whitehorse residents, 13% were D-WL-HJ residents, and 12% were rural Yukon residents.

Community Group	Sample		Population estimate	
	Freq	%	Freq	%
Whitehorse	623	46.7	21,066	75.3
D-WL-HJ	379	28.4	3,496	12.5
Rural	332	24.9	3,419	12.2

14. Indicate if respondent is male or female.

Responses were weighted to accurately reflect the sex distribution of the adult Yukon population. Of the estimated population, 51% of respondents were male and 49% were female.

Sex	Sample		Population estimate	
	Freq	%	Freq	%
Male	605	45.4	14,201	50.8
Female	729	54.7	13,780	49.2

15. In what year were you born?

Responses were weighted to accurately reflect the age distribution of the adult Yukon population. Of the estimated population, 40% of Yukon residents were born between 1947 and 1966 and 36% were born between 1967 and 1986.

Year Born	Sample		Population Estimate	
	Freq	%	Freq	%
Born 1946 or earlier	256	19.5	3,046	11.0
Born between 1947 and 1966	638	48.7	11,340	40.8
Born between 1967 and 1986	382	29.1	10,083	36.3
Born between 1987 and 1993	35	2.7	3,302	11.9

16. Are you of Aboriginal ancestry?

When asked if the respondent was of aboriginal ancestry, 20% of the estimated population indicated that they were. Of residents who self-identified as being of aboriginal ancestry, 14% stated they were a Yukon First Nation, 4% were other First Nation or Inuit, and 3% were Metis or mixed First Nation. As these percentages were reasonably close to the adult Yukon population, we did not use weights to correct for aboriginal ancestry.

Aboriginal Ancestry	Sample		Population Estimate	
	Freq	%	Freq	%
No	998	74.1	22,322	79.8
Yukon First Nation	255	19.1	3,871	13.8
Other First Nation or Inuit	47	3.5	1,007	3.6
Metis or mixed	41	3.1	736	2.6

APPENDIX A - SURVEY OPERATIONS REPORT

The 2011 Yukon Communication Survey was conducted by the Yukon Bureau of Statistics on behalf of the Executive Council Office, Communications Branch.

The purpose of this survey was to gather information on the best ways of providing Yukoners with Yukon Government information on programs, services, initiatives and events. The Yukon Government will also use the data to update the 2004 Communications Survey to see if the results are affected by changes in communications technologies.

Six telephone interviewers were trained by the Project Supervisor and Operations Manager on Monday, February 7, 2011 to administer the survey. The interviewers started the data collection on Tuesday, February 8, 2011 and continued the data collection until Saturday, March 5, 2011. The interviewers completed an average of 14 each per shift.

Interviewing took place between the following hours:

Monday - Thursday: 12:00 a.m. to 8:00 p.m.
Friday 8:30 a.m. to 4:30 p.m.
Saturday 9:30 a.m. to 4:30 p.m.

The data collection method used for the Communication Survey was telephone interviewing. The respondents were selected by using random telephone blocks of numbers.

The target sample for the Communication Survey was:

Whitehorse 600 completed surveys
Haines Junction, Dawson and Watson Lake 400 completed surveys
Other Rural 400 completed surveys

We ran out of random telephone numbers before we could complete the target samples for Haines Junction-Dawson City-Watson Lake and other rural Yukon.

Communication Survey Sample

Community Sector	Target	Completed
Whitehorse	600	623
Dawson City, Watson Lake & Haines Junction	400	379
Other Rural Communities	400	332
Total Sample Completed		1,334

The 2011 Yukon Communications Survey is the first survey at the Yukon Bureau of Statistics to be completed using the CATI Operating system - Voxco (Computer Assisted Telephone Interviewing). The CATI system offered numerous advantages over other collection methods, including direct editing, consistency in the interviewing process, data capturing, and proved to be more time efficient. The following is a summary of all call results by their respective Result Code.

2011 Yukon Communication Survey Summary Results

(Result Codes)		Totals
Number of Selected Respondents		20,695
Invalid Contact Information:		
03	Non-working number	7,974
04	Fast busy signal/strange noise/dead silence	1,349
05	Fax machine	1,166
15	Call screened/blocked/forwarded	84
Total		10,573
No contact:		
11	No contact / No answer	1,976
12	Regular busy signal	568
13	Answering machine or service	2,588
Total		5,132
Contact Made - Non-Interview		
08	Cell phone	2
16, 26, 56	Out of scope	1,023
20	Information unavailable for duration of survey	30
21	French interview requested	8
22	Language barrier	38
23, 24, 25, 88	Call back required	1,580
29	Request for personal interview	2
30	Duplicate	16
31	Household member hangs up	47
89, 99	Quota reached	309
90	Unusual/special circumstances	47
Total		3,102
70	Completed Surveys	1,334
80	Refusals	554
Refusal Rate:		29.3%

Results by Code

2011 Yukon Communication Survey

# of Results	Code	Description
7,974	03	Non-working number
1,349	04	Fast busy signal/strange noise/dead silence
1,166	05	Fax Machine
2	08	Cell Phone
1,976	11	No contact / No answer
568	12	Regular busy signal
2,588	13	Answering machine or service: <i>No message left</i>
84	15	Call screened/blocked/forwarded
1	16	Given different number
30	20	Information unavailable for duration of survey
8	21	French interview requested
38	22	Language Barrier
1,152	23	Call back required
105	24	No contact with selected respondent - call back
113	25	Appointment
1	26	Child's phone/non-household member
2	29	Requested personal interview
16	30	Duplicate
47	31	Household member hangs up
1,021	56	Out of scope (<i>Business/organization</i>)
1,334	70	Complete
554	80	Refusal
210	88	Unspecified interrupt with call back
255	89	Quota reached
47	90	Unusual/Special circumstances
54	99	Refer to senior
<hr/>		
20,695	Total Sample	

Reasons for Refusal

Not interested	210
No reason given	202
Doesn't do any surveys	50
Too busy/No time	37
Doesn't give information over the telephone	14
Tired of doing surveys	10
Anti-government	8
It's not mandatory	7
Feel they are too old	7
Put me on a "Do not call" list	5
New to Yukon	2
Mail it to me	1
Pay me for my time	1
Total	554

Reasons for Unusual/Special Circumstances

Hearing problems	12
Medical/Sickness	10
Clearly intoxicated	5
Death in their lives/family	5
Couldn't understand the respondent	3
Previous bad experience with a survey	1
Reason was not recorded	11
Total	47

APPENDIX B - ANALYSIS TABLES

VARIABLES USED TO ADJUST FOR YUKON'S ADULT POPULATION ESTIMATE

COMMUNITY*			GENDER*			YEAR OF BIRTH*		
Community	Freq	%	Gender	Freq	%	Year of Birth	Freq	%
Whitehorse	21,066	75.3	Male	14,201	50.8	Born 1946 or earlier	3,046	11.0
D_WL_HJ	3,496	12.5	Female	13,780	49.3	Born 1947 - 1966	11,340	40.8
Rural	3,419	12.2				Born 1967 - 1986	10,083	36.3
						Born 1987 - 1993	3,302	11.9

*Population numbers source: Yukon Bureau of Statistics population estimate, December 2010.

Community Group	Sample		Population estimate	
	Freq	%	Freq	%
Whitehorse	623	46.7	21,066	75.3
D-WL-HJ	379	28.4	3,496	12.5
Rural	332	24.9	3,419	12.2

ANALYSIS TABLES BY QUESTION

1. *In the past month can you recall seeing or hearing ads promoting a Yukon government program, service or event?*

	Population Estimate by Community Group							
	Whitehorse		D-WL-HJ		Rural		Total	
Recalled Ad	Freq	%	Freq	%	Freq	%	Freq	%
Yes	13,199	47.2	1,630	5.8	1,696	6.1	16,525	59.1
No	7,122	25.5	1,789	6.4	1,662	5.9	10,572	37.8
Don't know	746	2.7	77	0.3	61	0.2	884	3.2

1.1 Can you give me an example of one of those ads?

Types of information looked for on YG website	Population Estimate by Community Group	
	Total	
	Freq	%
Driver's License	2,812	23.7
Other	1,534	12.9
Smoking	929	7.8
Health	726	6.1
MLA's/Legislature	673	5.7
Hockey Day In Canada	639	5.4
Flu	481	4.1
Yukon Quest	445	3.8
YK College/Courses/ Training/Education	435	3.7
Rendezvous	433	3.7
Programs/Services/ Funding	424	3.6
Jobs/ Employment	363	3.1
Budget	354	3.0
Tourism	321	2.7
Housing	259	2.2
Community (Development)	257	2.2
Cell Phone Ban (While Driving)	218	1.8
Frost Bite
Meetings/Forums/ Hearings	204	1.7
Smart Risk	194	1.6
Yukon Energy	178	1.5
Children	136	1.1
Grants	134	1.1
Seniors	112	0.9
Hunting
First Nations
Mining	104	0.9
Contracts/Tenders	95	0.8
Alcohol & Drug Services
Drunk Tank
Governor General's Visit
STEP Program
Wolf Management	40	0.3
Arts

.. = data suppressed for confidentiality

Other Advertisements Seen or Heard

2012 Sports Game	New Birth Certificates
Ad About People Affected By Others Addictions	New Traffic Regulation
Alva Bethany	Online Survey About City's Most Important Issue In The Yukon
ATV Use In Back Country	Open Internet Access
Auditors Report	Open The Ross River Arena
Beringia Centre Ads	Our Towns Our Future Notices
Business After Hours Ad	Parliament MP's
Calendar Of Events From Skookum Jims	Press Releases
Canada Games Centre Information	Print Ad For Foster Parents
Canada Games Stuff	Raising Taxes
Canadian Version Of The Republicans	Recreation What's Going On In The City
Can't Remember What It Was	Road Improvement Information
Doctor Ads	Steven Harper And Job Creation
Drinking And Driving Prevention	Surveys Advertised
Elections	Thinks An Award
Events	Violence Against Women
Family Day	Volunteer Ad
Forestry Act	Voting
Highways And Maintenance	Weekender-Weekly Update For His Department
Hospital Corporation Promoting	Wildlife Preserve
Info About Swans	Word Of Mouth
Kindergarten Pre Registration	Workers Compensation
Labour Day Lunch At Rotary Park	YESAB Announcement
Liver	Youth Ad
More Power For The Yukon	Yukon Film Commission Film Making Experience

1.2 Where did you see or hear the ad(s)?

Where Ad Seen/Heard	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Newspaper	6,301	52.2	612	41.9	703	47.1	7,616	50.7
Radio	3,573	29.6	411	28.1	392	26.3	4,377	29.1
Rolling Ads/Television/TV	1,656	13.7	1,828	12.2
Bulletin Board/ Billboard/Poster	906	7.5	221	15.1	272	18.2	1,398	9.3
Internet/E-Mail/ Intranet/Website	963	8.0	163	11.1	60	4.0	1,186	7.9
Mall	740	6.1	100	6.9	74	5.0	915	6.1
Other	919	6.1
Motor Vehicles	488	3.2
Brochure/Flyer	472	3.1
Facebook	448	3.0
School/College	248	1.6
Around Town	237	1.6
Government Building	214	1.4
Health Center	206	1.4
Bus	198	1.3
Store	179	1.2
Work	148	1.0
Word Of Mouth	141	0.9
Post Office	133	0.9

(Other) Where Advertisements Seen or Heard

All Over The Place	Heard This At The Salvation Army
An Office	In A Staff Room
Arts Center	Public Washroom
Bar	Recreation Center
Calendar	Restaurant
Canada Games Centre	Seniors Hall
Can't Remember Where	Son In Law Is Doing
Caucus Weekly News	Whitehorse Airport
Chamber Of Commerce In Dawson	Workshop
Community Meeting	Yukon Film And Sound Commission
Employment Central	Yukon Motel

.. = data suppressed for confidentiality

2. *Generally speaking, how much information do you get from each of the following sources about Yukon Government's programs, services and events?*

Newspaper Advertisements - English	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	1,659	7.9	225	6.4	346	10.1	2,230	8.0
Most	6,930	32.9	1,053	30.1	1,119	32.7	9,101	32.5
Some	8,890	42.2	1,698	48.6	1,565	45.8	12,153	43.4
None	3,397	16.1	521	14.9	389	11.4	4,307	15.4

Newspaper Advertisements - French	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	115	0.4
Most	187	0.7
Some	1540	7.3	233	6.7	129	3.8	1903	6.8
None	19,150	90.9	3,262	93.3	3,189	93.3	25,601	91.5

Newspaper Articles	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	669	3.2	117	3.4	187	5.5	973	3.5
Most	4,014	19.1	601	17.2	734	21.5	5,350	19.1
Some	10,570	50.2	1,904	54.5	1,699	49.7	14,173	50.7
None	5,563	26.4	861	24.6	732	21.4	7,155	25.6

Radio	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	840	4.0	75	2.2	62	1.8	977	3.5
Most	2,980	14.2	431	12.3	460	13.5	3,871	13.8
Some	10,475	49.7	1,655	47.4	1,560	45.6	13,690	48.9
None	6,675	31.7	1,334	38.2	1,315	38.5	9,324	33.3

Television	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	341	1.2
Most	1,060	5.0	217	6.2	138	4.1	1,415	5.1
Some	4,427	21.0	667	19.1	808	23.6	5,903	21.1
None	15,201	72.2	2,550	72.9	2,435	71.2	20,186	72.1

.. = data suppressed for confidentiality

Government of Yukon Website	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	546	2.6	51	1.5	117	3.4	714	2.6
Most	1,790	8.5	276	7.9	145	4.2	2,211	7.9
Some	5,927	28.1	911	26.1	680	19.9	7,517	26.9
None	12,691	60.2	2,258	64.6	2,451	71.7	17,400	62.2

Government of Yukon Twitter Account	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	15	0.1
Most	11	0.0
Some	409	1.5
None	20,622	97.9	3,418	97.8	3,344	97.8	2,7385	97.9

Posters	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	122	0.4
Most	993	4.7	265	7.6	259	7.6	1,518	5.4
Some	10,709	50.8	1,855	53.1	1,809	52.9	14,372	51.4
None	9,147	43.4	1,297	37.1	1,313	38.4	11,756	42.0
Don't know	196	0.1	10	2.0	8	0.9	213	0.4

Flyers/Direct Mail	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	224	0.8
Most	1,683	8.0	235	6.7	193	5.6	2,111	7.5
Some	11,279	53.5	1,997	57.1	1,710	50.0	14,986	53.6
None	7,834	37.2	1,184	33.9	1,476	43.2	10,493	37.5
Don't know	153	0.7	14	0.4	0	0.0	167	0.6

Local Magazines	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	163	0.6
Most	1,588	7.5	58	1.7	52	1.5	1,698	6.1
Some	7,306	34.7	1,429	40.9	1,189	34.8	9,923	35.5
None	11,939	56.7	1,982	56.7	2,121	62.0	16,042	57.3
Don't know	124	0.6	4	0.1	27	0.8	155	0.6

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Word of Mouth	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	427	1.5
Most	2482	11.8	296	8.5	328	9.6	3,106	11.1
Some	12,274	58.3	1,886	54.0	1,746	51.1	15,906	56.9
None	5,800	27.5	1,255	35.9	1,267	37.1	8,321	29.7
Don't know	170	0.8	9	0.3	41	1.2	221	0.8

Community Newsletters	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All	299	1.1
Most	581	2.8	150	4.3	153	4.5	884	3.2
Some	5,721	27.2	1,096	31.4	1,115	32.6	7,933	28.4
None	14,330	68.0	2,207	63.1	2,105	61.6	18,642	66.6
Don't know	196	0.9	14	0.4	15	0.4	224	0.8

Other Sources	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All
Most	238	1.1	270	1.0
Some	696	3.3	73	2.1	68	2.0	837	3.0
Refuse
None	19,463	0.0	3,356	0.2	3,302	0.0	26,121	0.0
Don't know	585	2.8	649	2.3

Other Sources	Population estimate	
	Freq	%
E-Mails	341	28.3
Internet	192	15.9
Facebook
Work	156	13.0
Newsletters
Meetings	79	6.5
Billboard/Poster*
Other
Band Office
Phone
Health Center

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3. What would be your preferred method for getting information to you about Yukon Government programs, services and events?

Preferred Method	Population Estimate	
	Freq	%
Newspapers-English	18,407	65.8
Flyers/Direct Mail	11,625	41.5
Radio	11,173	39.9
YG English Website	8,676	31.0
Word of Mouth	7,690	27.5
Posters	6,693	23.9
Government News Releases	5,972	21.3
Community Newsletters	5,390	19.3
In Person	5,042	18.0
Local Magazines	4,786	17.1
TV	4,182	14.9
Face Book	2,417	8.6
Other	2,345	8.4
YG French Website	960	3.4
Newspapers-French	784	2.8
Twitter	626	2.2
Don't know	626	2.2

Preferred Method for receiving YG information	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Newspapers-English	13,922	66.1	2,062	59.0	2,422	70.8	18,407	65.8
Flyers/Direct Mail	8,717	41.4	1,547	44.3	1,362	39.8	11,625	41.5
Radio	8,660	41.1	1,285	36.8	1,227	35.9	11,173	39.9
YG English Website	7,097	33.7	841	24.1	738	21.6	8,676	31.0
Word of Mouth	6,208	29.5	826	23.6	656	19.2	7,690	27.5
Posters	5,070	24.1	872	24.9	751	22.0	6,693	23.9
Government News Releases	4,895	23.2	563	16.1	514	15.0	5,972	21.3
Community Newsletters	4,306	20.4	544	15.6	540	15.8	5,390	19.3
In Person	4,014	19.1	492	14.1	536	15.7	5,042	18.0
Local Magazines	3,900	18.5	511	14.6	375	11.0	4,786	17.1
TV	3,147	14.9	568	16.2	468	13.7	4,182	14.9
Face Book	2,019	9.6	207	5.9	190	5.6	2,417	8.6
Other	1,764	8.4	300	8.6	280	8.2	2,345	8.4
YG French Website	882	4.2	960	3.4
Newspapers-French	661	3.1	784	2.8
Twitter	514	2.4	626	2.2
Don't know	351	1.3	77	0.3	198	0.7	626	2.2

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Other Preferred Methods	Population Estimate	
	Freq	%
E-Mails	1,640	70.0
Phone/ Phonebook	100	4.3
Other	604	25.9

4. *In the past year, have you visited the Yukon government's website?*

	Population Estimate by Community Group							
Visited YG Website in Past Year	Whitehorse		D-WL-HJ		Rural		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Yes	11,460	54.4	1,625	46.5	1,400	41.0	14,486	51.8
No	9,585	45.5	1,871	53.5	2,008	58.7	13,463	48.1
Don't know

5. *In the past year, how often have you gone to the Yukon government's website to obtain information about government programs, services or events?*

How Often Visited YG Website in Past Year	Population Estimate	
	Freq	%
Daily	971	6.7
More than once a week	3,634	25.1
More than once a month	4,320	29.8
More than once a year	4,916	33.9
Once a year or less	559	3.9
Don't know

How Often Visited YG Website in Past Year	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Daily	831	7.3	59	3.6	80	5.7	971	6.7
More than once a week	3,078	26.9	267	16.4	290	20.7	3,634	25.1
More than once a month	3,401	29.7	556	34.2	363	25.9	4,320	29.8
More than once a year	3,658	31.9	678	41.7	580	20.7	4,916	17.0
Once a year or less	406	1.8	66	4.0	87	6.2	559	3.9
Don't know	86	0.6

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6. What type of information were you looking for?

Types of information looked for on YG website	Population Estimate	
	Freq	%
Dept-Specific Info	7,795	53.8
Jobs	6,350	43.8
Contact Info	4,600	31.8
Info re Laws/Regulations	4,572	31.6
Government		
News/Announcements	4,172	28.8
Forms	3,451	23.8
Other	2,859	19.7
Funding Info	2,371	16.4
Emergency Communications	1,014	7.0
Don't know	672	4.6

Types of "other" information looked for on YG website

Other information looked for on YG website	Population estimate		Other information looked for on YG website
	Freq	%	
Roads	508	17.8	Agriculture
Maps	426	14.9	Campground
Health	298	10.4	Community
Land (Lotteries)	234	8.2	Contracts
Seniors	173	6.1	Courses/Education
Tenders	156	5.5	Energy
Programs	147	5.2	Housing/Home
Taxes	96	3.3	Hunting
Other	324	11.3	Licenses
			Mining
			Political
			Statistics
			Tourism
			Work/Employee

Types of Information looked for on YG website	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Dept-Specific Info	6,094	53.2	925	56.9	776	55.4	7,795	53.8
Jobs	5,331	46.5	532	32.7	487	34.8	6,351	43.8
Contact Info	3,830	33.4	423	26.0	346	24.7	4,600	31.8
Info re Laws/Regulations	3,748	32.7	453	27.9	371	26.5	4,572	31.6
Government News/Announcements	3,428	29.9	457	28.1	287	20.5	4,173	28.8
Forms	2,787	24.3	342	21.1	322	23.0	3,451	23.8
Other	2,213	19.3	348	21.4	298	21.3	2,859	19.7
Funding Info	1918	16.7	251	15.4	203	14.5	2371	16.4
Emergency Communications	759	6.6	107	6.6	148	10.6	1014	7.0
Don't know	553	4.8	67	4.1	52	3.7	672	4.6

7. Were you able to find the information you were looking for?

Found Information Looked for on YG Website	Population Estimate	
	Freq	%
All of the time	4,626	31.9
Most of the time	7,337	50.7
Some of the time	2,183	15.1
None of the time	227	1.6
Don't know	114	0.8

Types of Information looked for on YG website	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
All of the time	3,679	25.4	497	3.4	450	3.1	4,626	31.9
Most of the time	5,945	41.0	799	5.5	592	4.1	7,337	50.7
Some of the time	1,601	11.1	262	1.8	319	2.2	2,183	15.1
None of the time	170	1.2	227	1.6
Don't know	31	0.2	114	0.8

8. Do you read any Yukon newspapers, newsletters or magazines regularly, at least once a week?

Reads Yukon Publications Regularly	Population Estimate	
	Freq	%
Yes	19,831	70.9
No	8,134	29.1
Don't know

Reads Yukon Publications Regularly	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural		Freq	%
Yes	14,549	69.1	2,597	74.3	2,685	78.5	19,831	70.9
No	6,517	30.9	888	25.4	729	21.3	8,134	29.1
Don't know	16	0.1

9.1 Do you read any of the following Yukon publications?

Yukon Publications Regularly Read	Population Estimate	
	Freq	%
Yukon News	17,940	90.5
Whitehorse Star	12,093	61.0
Up Here	7,295	36.8
What's Up Yukon	6,314	31.8
Yukon, North of Ordinary	4,087	20.6
Up Here Business	2,312	11.7
Other Yukon publication	1,495	7.5
Klondike Sun	1,013	5.1
L'aurore Boreale	900	4.5

Yukon Publications Regularly Read	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural		Freq	%
Yukon News	12,875	88.5	2,441	94.0	2,624	97.7	17,940	90.5
Whitehorse Star	10,585	72.8	545	21.0	964	35.9	12,093	61.0
Up Here	5,314	36.5	1,046	40.3	935	34.8	7,295	36.8
What's Up Yukon	4,913	33.8	811	31.2	590	22.0	6,314	31.8
Yukon, North of Ordinary	3,151	21.7	551	21.2	384	14.3	4,087	20.6
Up Here Business	1,722	11.8	289	11.1	301	11.2	2,312	11.7
Other Yukon publication	1,099	7.6	163	6.3	232	8.7	1,495	7.5
Klondike Sun	144	1.0	786	30.3	83	3.1	1,013	5.1
L'aurore Boreale	755	5.2	82	3.2	63	2.3	900	4.5

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Other Yukon publications read:

Yukon Publications Regularly Read	Population Estimate	
	Freq	%
First Nations Newsletter	135	8.0
Yukon Conservation Newsletter	99	5.9
Tagish Newsletter	34	2.0
Other	1417	83.9

Yukon Publications Included in 'Other'

Carmacks Hooter	Riverdale Newsletter
Community Newsletter	School Newsletter
Council On Aging Newsletter	St. Elias Echo
Frozen Muktuk	Stewart Valley Newsletter
Larry Bagnell Newsletter	Teslin Post
Marsh Lake Newsletter	Tourism Newsletter
Mt. Lorne Newsletter	Union Newsletter
Partners For Children	Watson Lake Newsletter

9.2 [Do you read the publication] paper, online, or both?

Yukon News - Paper, Online, Both	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Paper	10,818	84.0	2,126	87.1	2,391	91.1	15,336	85.5
Online	321	2.5	384	2.1
Both Paper & Online	1,736	13.5	263	10.8	222	8.5	2,220	12.4

Whitehorse Star - Paper, Online, Both	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Paper	8,472	80.0	335	61.5	778	80.7	9,585	79.3
Online	456	4.3	157	28.9	75	7.8	688	5.7
Both Paper & Online	1,657	15.7	52	9.6	110	11.4	1,820	15.0

Up Here - Paper, Online, Both	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Paper	5,195	97.8	1,037	99.1	863	92.3	7,095	97.3
Online	91	1.3
Both Paper & Online	109	1.5

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	Population Estimate by Community Group							
What's Up Yukon - Paper, Online, Both	Whitehorse		D-WL-HJ		Rural		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Paper	4,703	95.7	804	99.2	528	89.4	6,035	95.6
Online	44	0.7
Both Paper & Online	174	3.5	0	0.0	63	10.6	236	3.7
	Population Estimate by Community Group							
Yukon, North of Ordinary - Paper, Online, Both	Whitehorse		D-WL-HJ		Rural		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Paper	3,126	99.2	528	95.8	369	96.2	4,023	98.4
Both Paper & Online	63	1.5
	Population Estimate by Community Group							
Up Here Business - Paper, Online, Both	Whitehorse		D-WL-HJ		Rural		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Paper	1,687	98.0	289	100.1	262	86.9	2,238	96.8
Online	39	1.7
Both Paper & Online	34	1.5
	Population Estimate by Community Group							
Other Yukon Publication - Paper, Online, Both	Whitehorse		D-WL-HJ		Rural		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Paper	961	87.5	140	85.5	217	93.4	1,318	88.2
Online	127	8.5
Both Paper & Online	50	3.3
	Population Estimate by Community Group							
Klondike Sun - Paper, Online, Both	Whitehorse		D-WL-HJ		Rural		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Paper	144	99.9	751	95.6	73	87.8	968	95.5
Online	20	1.9
Both Paper & Online	25	2.5
	Population Estimate by Community Group							
L'aurore Boreale - Paper, Online, Both	Whitehorse		D-WL-HJ		Rural		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Paper	739	97.9	76	93.1	63	100.0	878	97.6
Online	16	1.7
Don't know

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9.3 Which day(s) of the week do you read the Whitehorse Star?

Whitehorse Star - When Read	Population Estimate	
	Freq	%
Every Day Published	4,341	35.9
Monday	5,876	48.6
Tuesday	4,809	39.8
Wednesday	6,547	54.1
Thursday	5,069	41.9
Friday	9,913	82.0
Don't know	1,201	9.9

	Population Estimate by Community Group							
Whitehorse Star - When Read	Whitehorse		D-WL-HJ		Rural		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Every Day Published	3,764	35.6	188	34.6	389	40.3	4,341	35.9
Monday	5,007	47.3	292	53.5	577	59.9	5,876	48.6
Tuesday	4,214	39.8	188	34.5	407	42.2	4,809	39.8
Wednesday	5,726	54.1	297	54.5	524	54.3	6,547	61.8
Thursday	4,427	41.8	218	40.0	424	44.0	5,069	41.9
Friday	8,883	83.9	364	66.7	666	69.0	9,913	82.0
Don't know	972	9.2	118	21.7	111	11.5	1,201	9.9

9.4 Which day(s) of the week do you read the Yukon News?

Yukon News - When Read	Population Estimate	
	Freq	%
Every Day Published (Wed & Fri)	9,525	53.1
Monday (online only)	1,893	10.6
Wednesday	10,075	56.2
Friday	14,886	83.0
Don't know	886	4.9

	Population Estimate by Community Group							
	Whitehorse		D-WL-HJ		Rural		Total	
Yukon News - When Read	Freq	%	Freq	%	Freq	%	Freq	%
Every Day Published (Wed & Fri)	6,332	49.2	1,616	66.2	1,578	60.1	9,525	53.1
Monday (online only)	1,417	11.0	299	12.2	177	6.8	1,893	10.6
Wednesday	6,590	51.2	1,705	69.8	1,780	67.8	10,075	56.2
Friday	10,907	84.7	2,018	82.7	1,962	74.8	14,886	83.0
Don't know	512	4.0	137	5.6	238	9.1	886	4.9

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10. Do you listen to any Yukon radio stations regularly, at least once a week?

Listens to Yukon Radio Regularly	Population Estimate	
	Freq	%
Yes	20321	72.6
No	7649	27.3

Listens to Yukon Radio Regularly	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural		Freq	%
Yes	15616	74.1	2380	68.1	2326	66.5	20321	72.6
No	5451	25.9	1116	31.9	1082	31.0	7649	27.3

10.1 Do you listen to any of the following Yukon radio stations?

Yukon Radio Regularly Listened to	Population Estimate	
	Freq	%
CBC	12,087	59.5
CKRW	11,035	54.3
CHON fm	7,512	37.0
CBC French	401	2.0
CFET Tagish	104	0.5

Yukon Radio Regularly Listened to	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural		Freq	%
CBC	9,597	61.5	1,416	59.5	1,074	46.2	12,087	59.5
CKRW	8,657	55.4	1,211	50.9	1,167	50.2	11,035	54.3
CHON fm	5,067	32.5	1,090	45.8	1,354	58.2	7,512	37.0
CBC French	353	2.3	401	2.0
CFET Tagish	104	0.5

10.2 When do you listen to Yukon radio stations?

CBC	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural		Freq	%
A.M.	7,741	80.7	1,060	74.9	858	79.8	9,659	79.8
Noon Hour	2,797	29.1	397	28.0	253	23.6	3,447	23.6
After Noon	3,663	38.2	592	41.8	303	28.2	4,559	28.2
Evening	3,326	34.7	388	27.4	229	21.3	3,943	21.3
Don't know	279	2.9	385	3.4
Refuse	102	1.0

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CKRW	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
A.M.	5,588	64.5	811	67.0	702	60.1	7,100	64.3
Noon Hour	2,871	33.2	442	36.5	419	35.9	3,732	33.8
After Noon	4,395	50.8	644	53.2	580	49.7	5,620	50.9
Evening	2,814	32.5	348	28.8	228	19.5	3,390	30.7
Don't know	540	6.2	136	11.3	71	6.1	747	6.8
Refuse	0	0.0	0	0.0	0	0.0	0	0.0

CHON FM	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
A.M.	2,663	52.5	625	57.3	873	64.4	4,160	55.4
Noon Hour	1,520	30.0	301	27.6	510	37.6	2,330	31.0
After Noon	2,126	42.0	525	48.1	692	51.1	3,342	44.5
Evening	2,182	43.1	332	30.5	393	29.1	2,908	38.7
Don't know	273	5.4	111	10.2	45	3.3	429	5.7
Refuse	0	0.0	0	0.0	0	0.0	0	0.0

Watches TV on Regular Basis	Whitehorse		D-WL-HJ		Rural		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Yes	14931	70.9	2566.4	73.4	2680.6	78.4	20178	72.1
No	6135.1	29.1	929.45	26.6	738.26	21.6	7802.8	27.9

12. Do you have cable or Satellite TV connections?

Has Cable or Satellite TV	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Yes	13,824	92.6	2,325	90.6	2,428	90.6	18,577	92.1
No	1,107	7.4	237	9.2	252	9.4	1,597	7.9
Refuse	4	0.0

.. = data suppressed for confidentiality

13. Do you watch any Yukon television programming regularly, at least once a week?

Watches YK TV Regularly	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Yes	4,828	32.3	840	32.7	1,022	38.1	6,691	33.2
No	10,057	67.4	1,722	67.1	1,658	61.9	13,437	66.6
Don't know	47	0.2
Refuse	4	0.0

13.1 Do you watch any of the following Yukon television programs?

YK TV Stations Watched	Population Estimate	
	Freq	%
CBC TV	5,138	76.8
CBC North	3,407	50.9
North Beat	3,121	46.6
APTN	2,404	35.9
Rolling Ads	1,883	28.1
WHTV Community	1,224	18.3

YK TV Watched	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
CBC TV	3,666	75.9	672	80.0	800	78.3	5,138	76.8
CBC North	2,405	49.8	492	58.5	510	49.9	3,407	50.9
North Beat	2,055	42.6	513	61.0	553	54.1	3,121	46.6
APTN	1,590	32.9	375	44.7	439	42.9	2,404	35.9
Rolling Ads	1,703	35.3	180	21.4	0	0.0	1,883	28.1
WHTV Community	1,224	18.3

13.2 When do you watch Yukon television stations?

CBC TV	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Morning	451	12.3	122	18.1	205	25.6	777	15.1
Noon Hour	397	10.8	34	5.1	69	8.6	500	9.7
Afternoon	298	8.1	111	16.5	60	7.5	469	9.1
Evening	3,046	83.1	551	82.0	613	76.6	4,210	81.9
Don't know	121	2.3

.. = data suppressed for confidentiality

CBC North	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Morning	146	6.1	230	6.8
Noon Hour	277	8.1
Afternoon	203	8.5	65	13.1	89	17.5	357	10.5
Evening	2,050	85.3	434	88.3	364	71.3	2,848	83.6
Don't know	0	0.0	126	3.7

	Population Estimate by Community Group							
	Whitehorse		D-WL-HJ		Rural		Total	
North Beat	Freq	%	Freq	%	Freq	%	Freq	%
Morning	143	4.6
Noon Hour	148	4.7
Afternoon	196	9.5	133	26.0	104	18.8	433	13.9
Evening	1,874	91.2	383	74.6	426	77.0	2,683	86.0
Don't know	11	0.4

APTN	Population Estimate by Community Group						Total	
	Whitehorse		D-WL-HJ		Rural			
	Freq	%	Freq	%	Freq	%	Freq	%
Morning	315	13.1
Noon Hour	193	8.0
Afternoon	185	11.6	63	16.8	50	11.4	297	12.4
Evening	1,456	91.6	316	84.2	360	82.0	2,131	88.7
Don't know	161	6.7

	Population Estimate by Community Group					
	Whitehorse		D-WL-HJ		Total	
Rolling Ads	Freq	%	Freq	%	Freq	%
Morning	922	54.2	66	36.7	989	52.5
Noon Hour	256	15.0	66	36.6	322	17.1
Afternoon	411	24.1	44	24.3	455	24.2
Evening	647	38.0	69	38.5	717	38.1

14. Indicate if respondent is male or female.

Sex	Don't know	Sample		Population estimate		185	9.8
		Freq	%	Freq	%					
Male		605	45.4	14,201	50.8					
Female		729	54.7	13,780	49.2					

15. *In what year were you born*

Year Born	Sample		Population Estimate	
	Freq	%	Freq	%
Born 1946 or earlier	256	19.5	3,046	11.0
Born between 1947 and 1966	638	48.7	11,340	40.8
Born between 1967 and 1986	382	29.1	10,083	36.3
Born between 1987 and 1993	35	2.7	3,302	11.9

16. *Are you of Aboriginal ancestry?*

Aboriginal Ancestry	Sample		Population Estimate	
	Freq	%	Freq	%
No	998	74.1	22,322	79.8
Yukon First Nation	255	19.1	3,871	13.8
Other First Nation or Inuit	47	3.5	1,007	3.6
Metis or mixed	41	3.1	736	2.6
Don't know
Refuse

APPENDIX C - SURVEY FORM

FORM: _____

Interviewer: _____

2011 GOVERNMENT COMMUNICATIONS SURVEY

1. In the past month can you recall seeing or hearing ads promoting a Yukon government program, service or event? (*For example, about new driver's licences, quitting smoking, etc.*)

01 ☐ Yes

- 1.1 Can you give me an example of one of those ads?

01 ☐ Select to specify: _____

88 ☐ Don't know

99 ☐ Refuse

- 1.2 Where did you see or hear the ad(s)? (I.e. on a bus or bus stop, at an arena, on a building, in a store, radio etc.). (*Up to 3 locations*):

01 ☐ Select to specify:

1) _____

2) _____

3) _____

88 ☐ Don't know

99 ☐ Refuse

02 ☐ No

→ Go to question 2

88 ☐ Don't know

→ Go to question 2

99 ☐ Refuse

→ Go to question 2

2. Generally speaking, how much information do you get from each of the following sources about Yukon Government's programs, services and events; all, most, some or none? (Interviewer, read list):

	All	Most	Some	None	Don't know	Refuse
a) [Redacted]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Newspaper advertisements in French	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) [Redacted]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) [Redacted]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) Yukon government's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g) [Redacted]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h) Posters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i) [Redacted]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j) Local magazines (i.e. What's Up Yukon, Up Here)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k) [Redacted]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l) Community newsletters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m) [Redacted]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Specify other: _____

3. What would be your preferred method for getting information to you about Yukon Government programs, services and events? *(Interviewer, read list, check all that apply):*

01 ☐ Newspapers - English

02 ☐ Newspapers - French

03 ☐ Radio

04 ☐ TV

05 ☐ Yukon government's English website

06 ☐ Yukon government's French website

07 ☐ Twitter

08 ☐ FaceBook

09 ☐ Posters

10 ☐ Direct mail or flyers

11 ☐ Local magazines (i.e. What's Up Yukon, Up Here, etc.)

12 ☐ In person (by phone or visit to office)

13 ☐ Word of mouth

14 ☐ Community newsletters

15 ☐ Government news releases

16 ☐ Other (specify other): _____

88 ☐ Don't know

99 ☐ Refuse

4. In the past year, have you visited the Yukon government's website?

01 ☐ Yes

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

→ Go to question 8

→ Go to question 8

→ Go to question 8

5. In the past year, how often have you gone to the Yukon government's website to obtain information about government programs, services or events? Would you say it's *(Interviewer, read list)*:

01 ☐ Daily?
02 ☐ More than once a week?
03 ☐ More than once a month?
04 ☐ More than once a year?
05 ☐ Once a year or less?
99 ☐ Don't know
99 ☐ Refuse

6. What type of information were you looking for? *(Check all that apply)*:

01 ☐ Contact information
02 ☐ Forms
03 ☐ Government news/announcements
04 ☐ Emergency information (i.e. boil water advisory, flood/fire events, etc.)
05 ☐ Funding information
06 ☐ Jobs
07 ☐ Information about laws or regulations
08 ☐ Department-specific information
09 ☐ Other *(specify other)*: _____
88 ☐ Don't know
99 ☐ Refuse

7. Were you able to find the information you were looking for all of the time, some of the time, most of the time, or none of the time?

01 ☐ All of the time
02 ☐ Most of the time
03 ☐ Some of the time
04 ☐ None of the time
88 ☐ Don't know
99 ☐ Refuse

8. Do you read any Yukon newspapers, newsletters or magazines regularly, at least once a week? (I.e. Whitehorse Star, What's up Yukon, etc.?)

01 ☐ Yes

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

→ Go to question 10 [page 5]

→ Go to question 10 [page 5]

→ Go to question 10 [page 5]

9.1 Do you read...?

9.2 Is that...?

Paper

Online

Both

Don't know

Refuse

9.3 Which day(s) of the week do you read the *Whitehorse Star*? (Check all that apply).

01 ☐ Every day it is published

02 ☐ Monday

03 ☐ Tuesday

04 ☐ Wednesday

05 ☐ Thursday

06 ☐ Friday

88 ☐ Don't know

99 ☐ Refuse

Paper

Online

Both

Don't know

Refuse

9.4 Which day(s) of the week do you read the *Yukon News*? (Check all that apply).

01 ☐ Every day it is published

02 ☐ Monday (online only)

03 ☐ Wednesday

04 ☐ Friday

88 ☐ Don't know

99 ☐ Refuse

(9.1 Continued)

9.1 Do you read...?

9.2 Is that...?

Paper Online Both Don't know Refuse

d) Klondike Sun

01 ☐ Yes

→

☐

☐

☐

☐

☐

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

f) Up Here

01 ☐ Yes

→

☐

☐

☐

☐

☐

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

h) Yukon, North of Ordinary

01 ☐ Yes

→

☐

☐

☐

☐

☐

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

Specify other: _____

10. Do you listen to any Yukon radio stations regularly, at least once a week? (i.e. CBC, CKRW, CHON fm, etc.)

01 ☐ Yes

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

→ Go to question 11

→ Go to question 11

→ Go to question 11

10.1 Do you listen to...?

10.2 When?

a.m. Noon After Eves Don't Refuse
Hour noon know

b) CBC French

01 ☐ Yes →

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

☐ ☐ ☐ ☐ ☐ ☐

d) CHON fm

01 ☐ Yes →

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

☐ ☐ ☐ ☐ ☐ ☐

11. Do you watch any television on a regular basis (i.e. at least once a week)?

01 ☐ Yes

02 ☐ No

→ Go to question 14

88 ☐ Don't know

→ Go to question 14

99 ☐ Refuse

→ Go to question 14

12. Do you have cable or Satellite TV connections?

01 ☐ Yes

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

13. Do you watch any Yukon television programming regularly, at least once a week? (i.e. CBC TV, North Beat, Rolling ads, etc.)

01 ☐ Yes

02 ☐ No

→ Go to question 14

88 ☐ Don't know

→ Go to question 14

99 ☐ Refuse

→ Go to question 14

13.1 Do you watch...?

13.2 When...?

a.m. Noon After Eves Don't Refuse
Hour noon know

b) North Beat

01 ☐ Yes →

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

☐ ☐ ☐ ☐ ☐ ☐

d) APTN

01 ☐ Yes →

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

☐ ☐ ☐ ☐ ☐ ☐

f) WHTV Community

01 ☐ Yes →

02 ☐ No

88 ☐ Don't know

99 ☐ Refuse

☐ ☐ ☐ ☐ ☐ ☐

There are a few final questions I have that will help us ensure this survey accurately represents the Yukon's population.

Interviewer note: if possible, complete the next question without reading it to the respondent.

14. Are you male or female?

01 ☐ Male

02 ☐ Female

99 ☐ Refuse

15. In what year were you born? ____

88 ☐ Don't know

99 ☐ Refuse

16. Are you of Aboriginal ancestry?

01 ☐ No

02 ☐ Yes: Yukon First Nation

03 ☐ Yes: Other First Nation or Inuit

04 ☐ Yes: Métis or mixed

88 ☐ Don't Know

99 ☐ Refuse

That is the end of our survey. Thank you for your time!

General comments: _____
